

FIG. 1

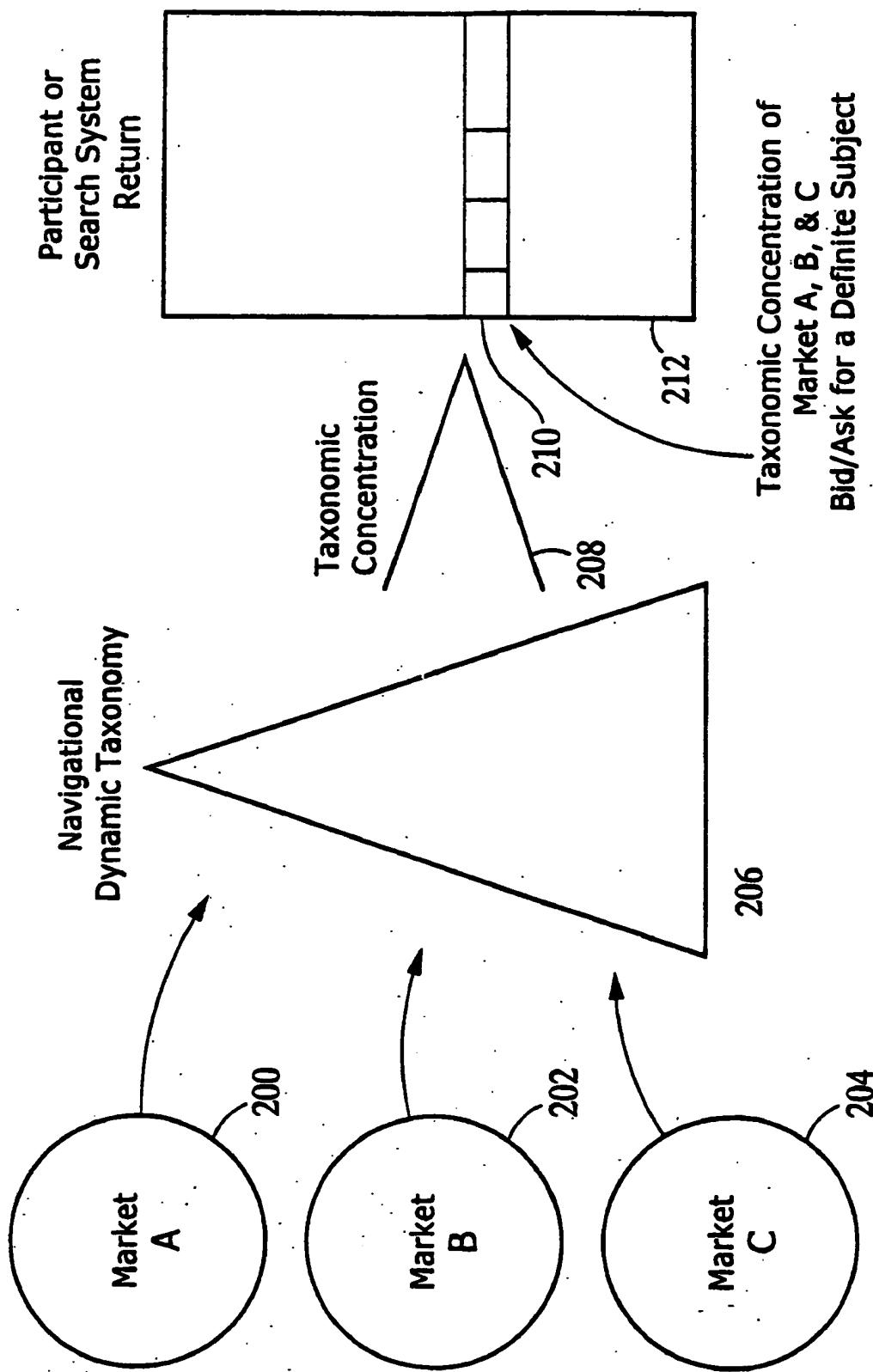
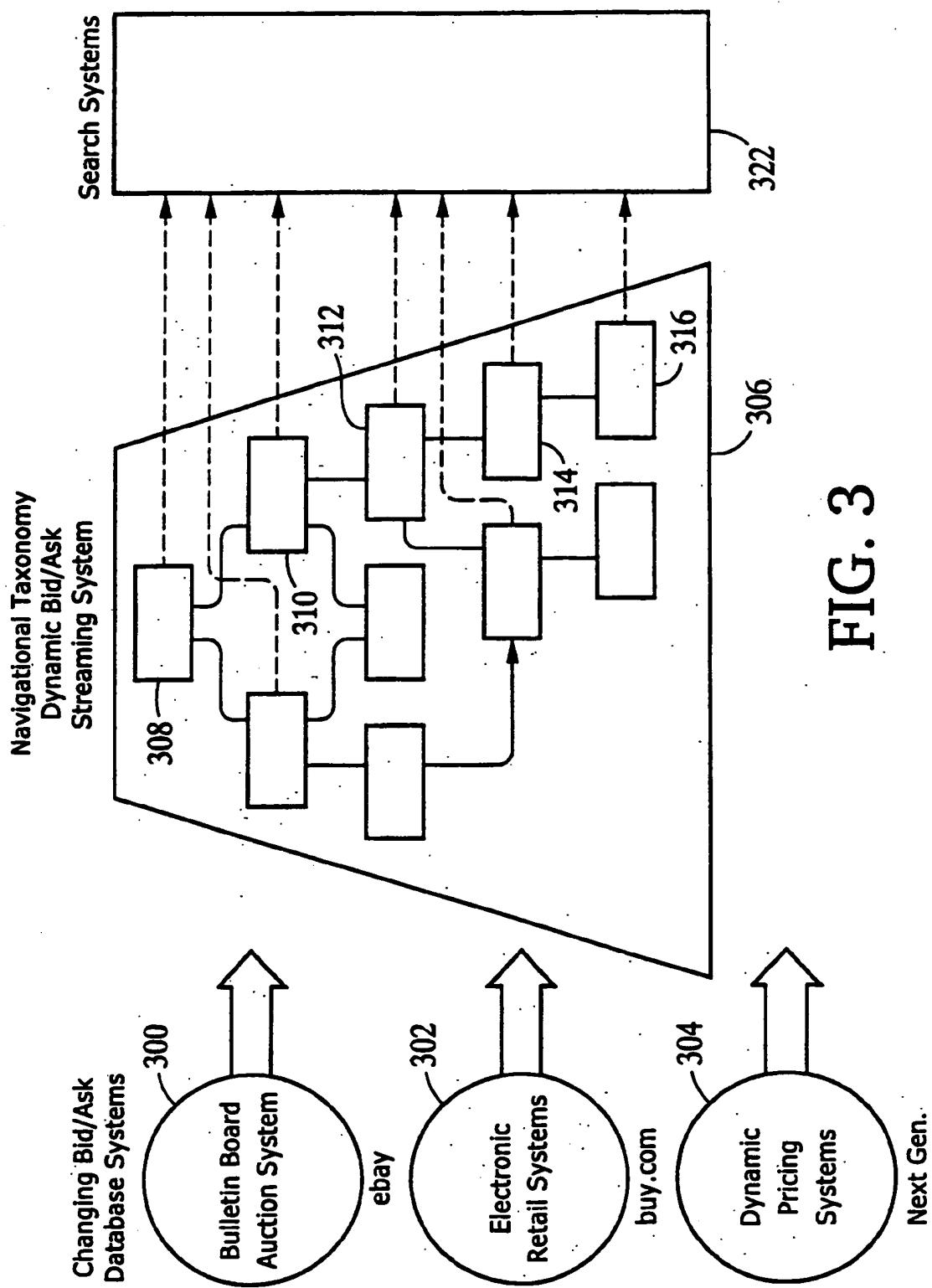


FIG. 2



DYNAMIC NAVIGATION

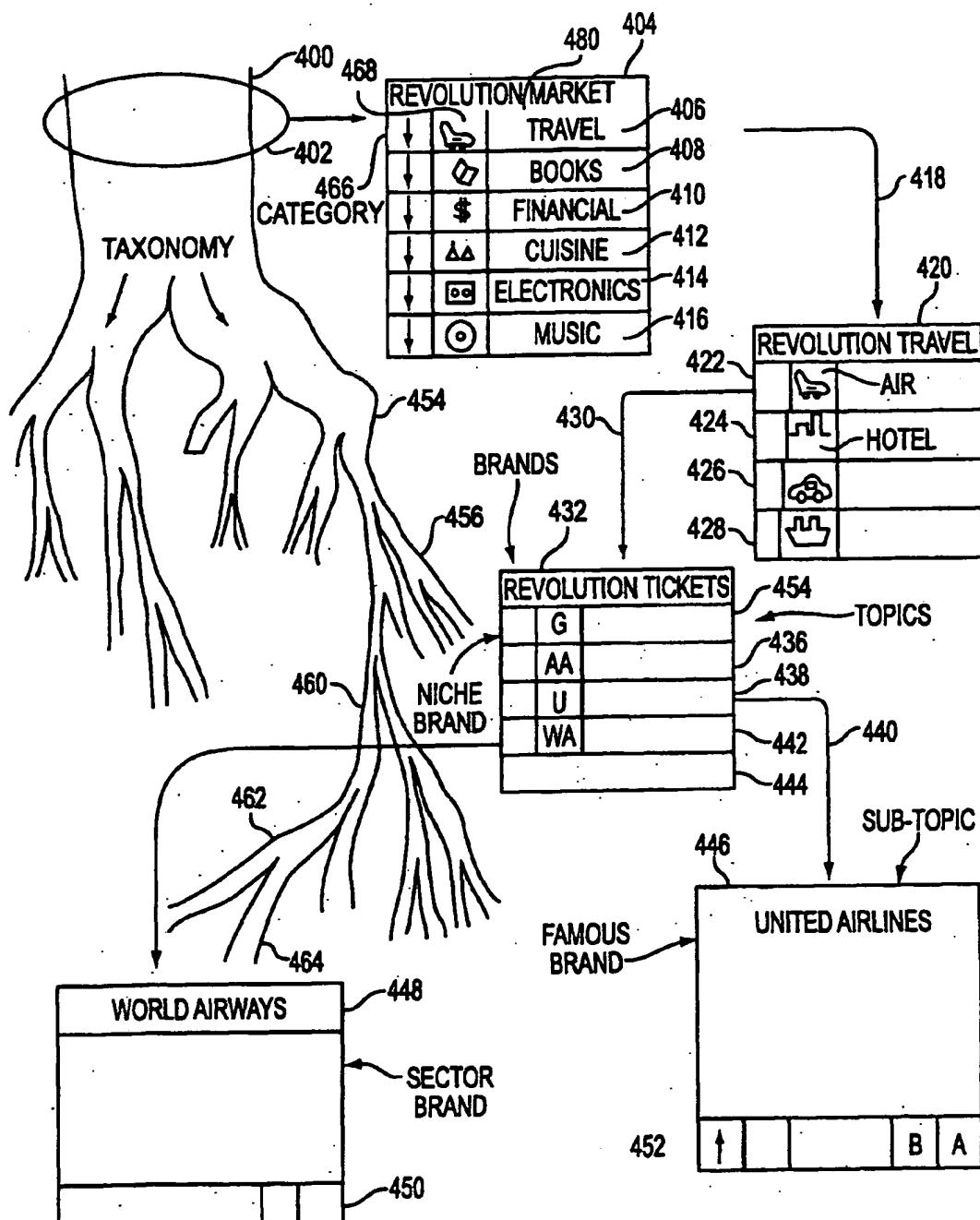


FIG. 4

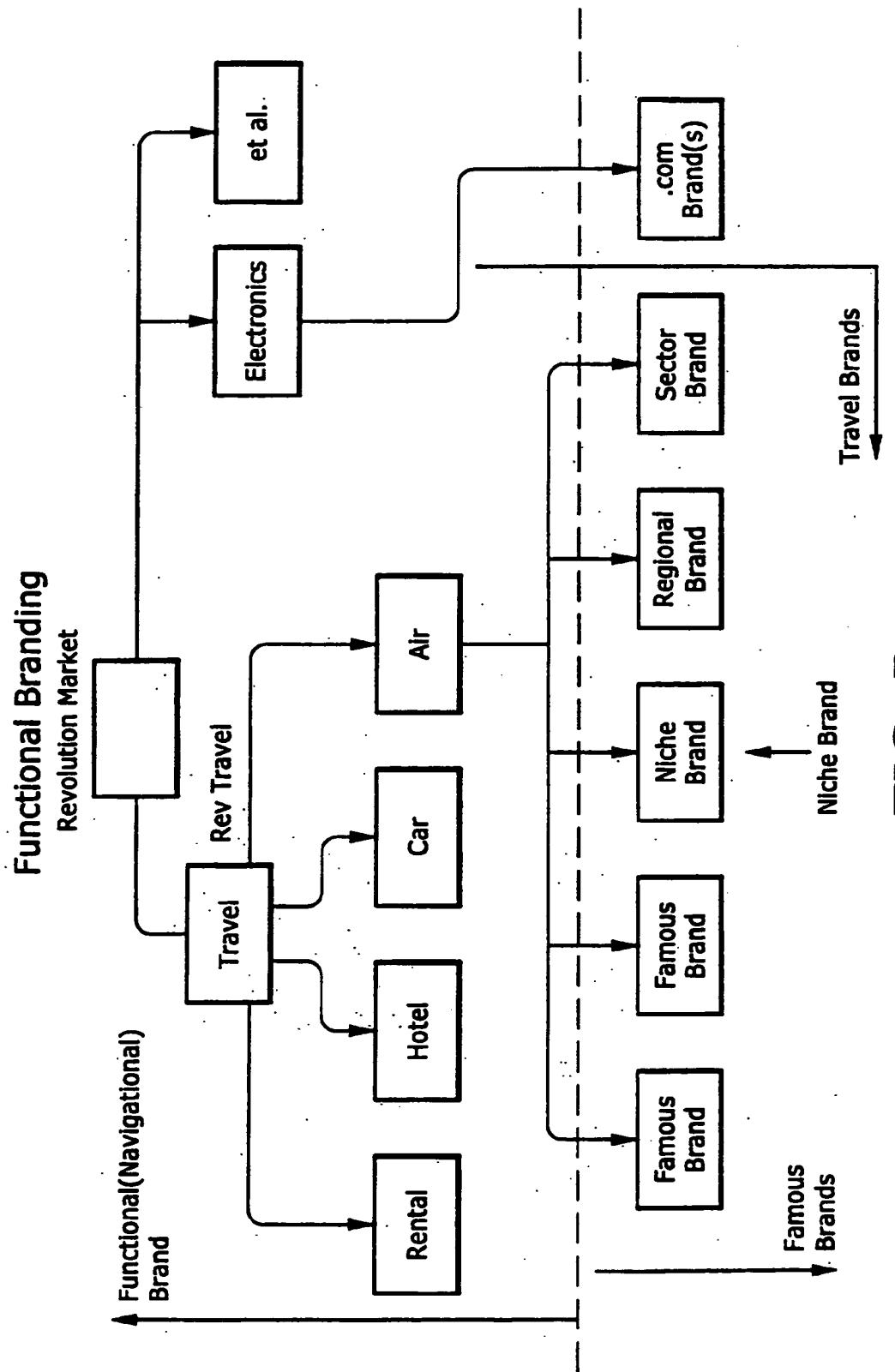


FIG. 5

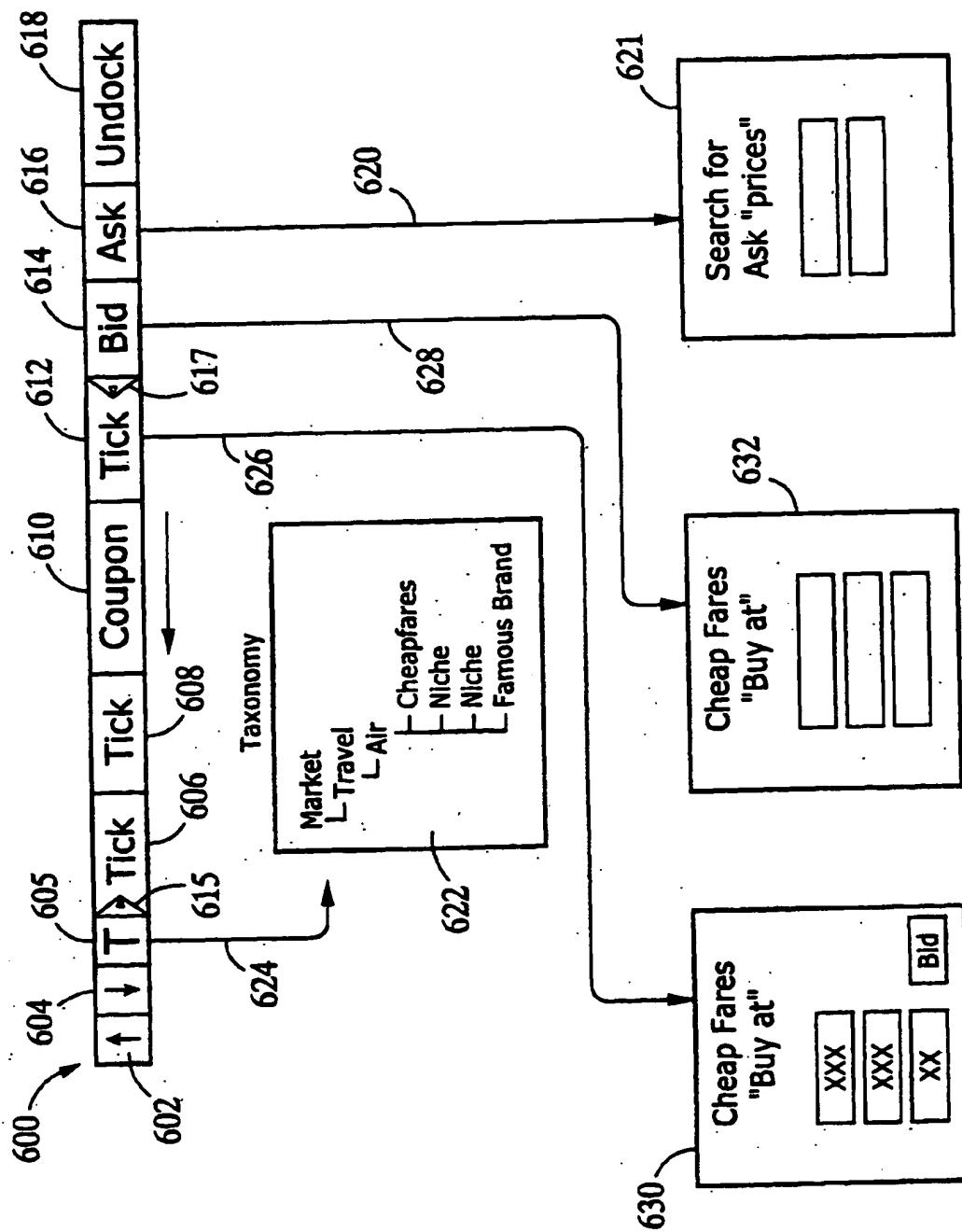


FIG. 6

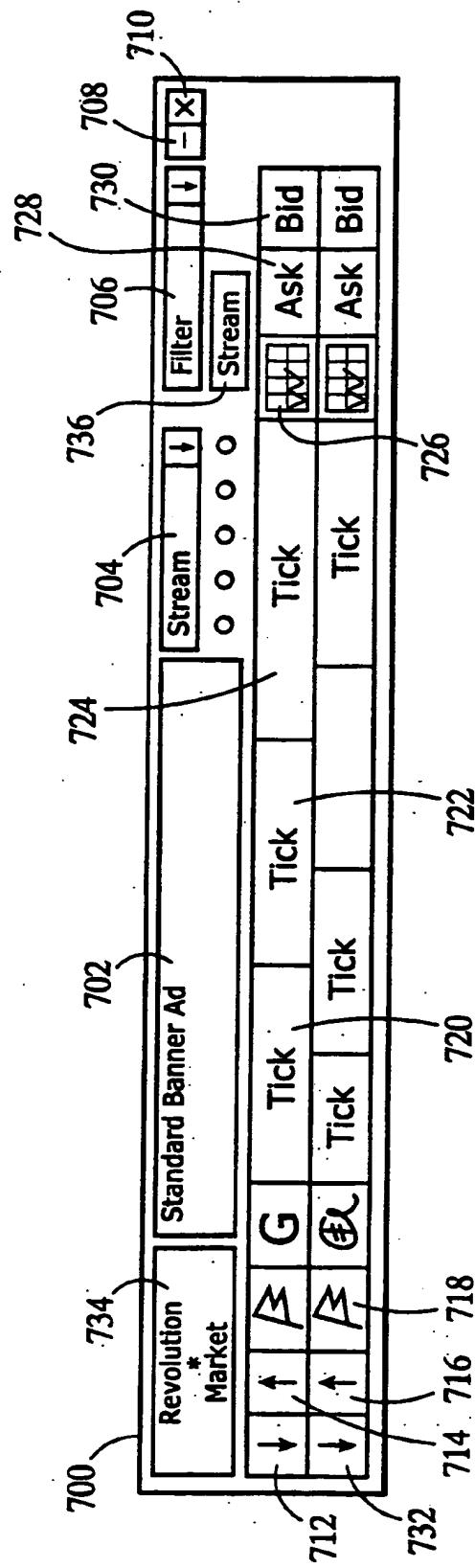


FIG. 7

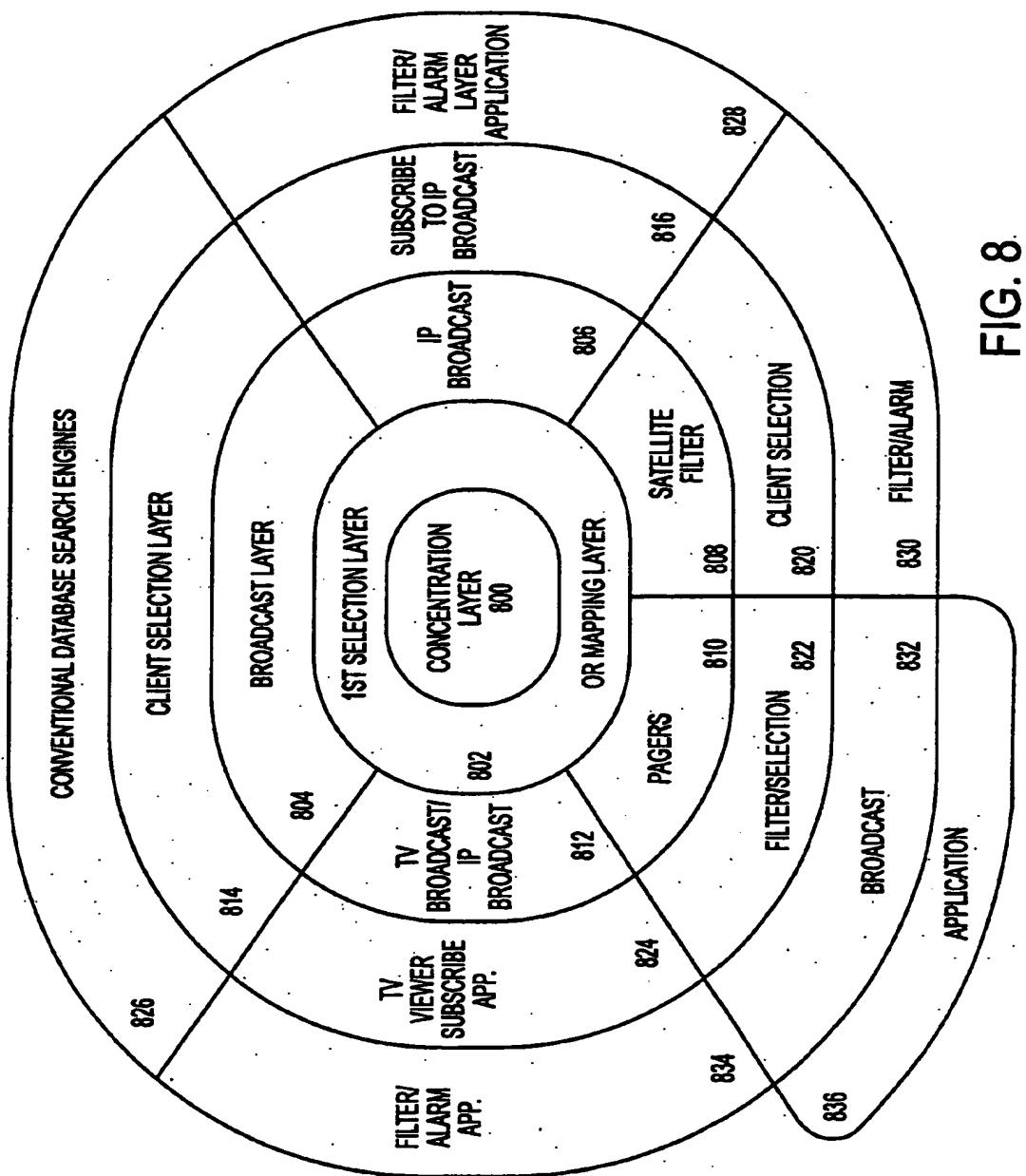
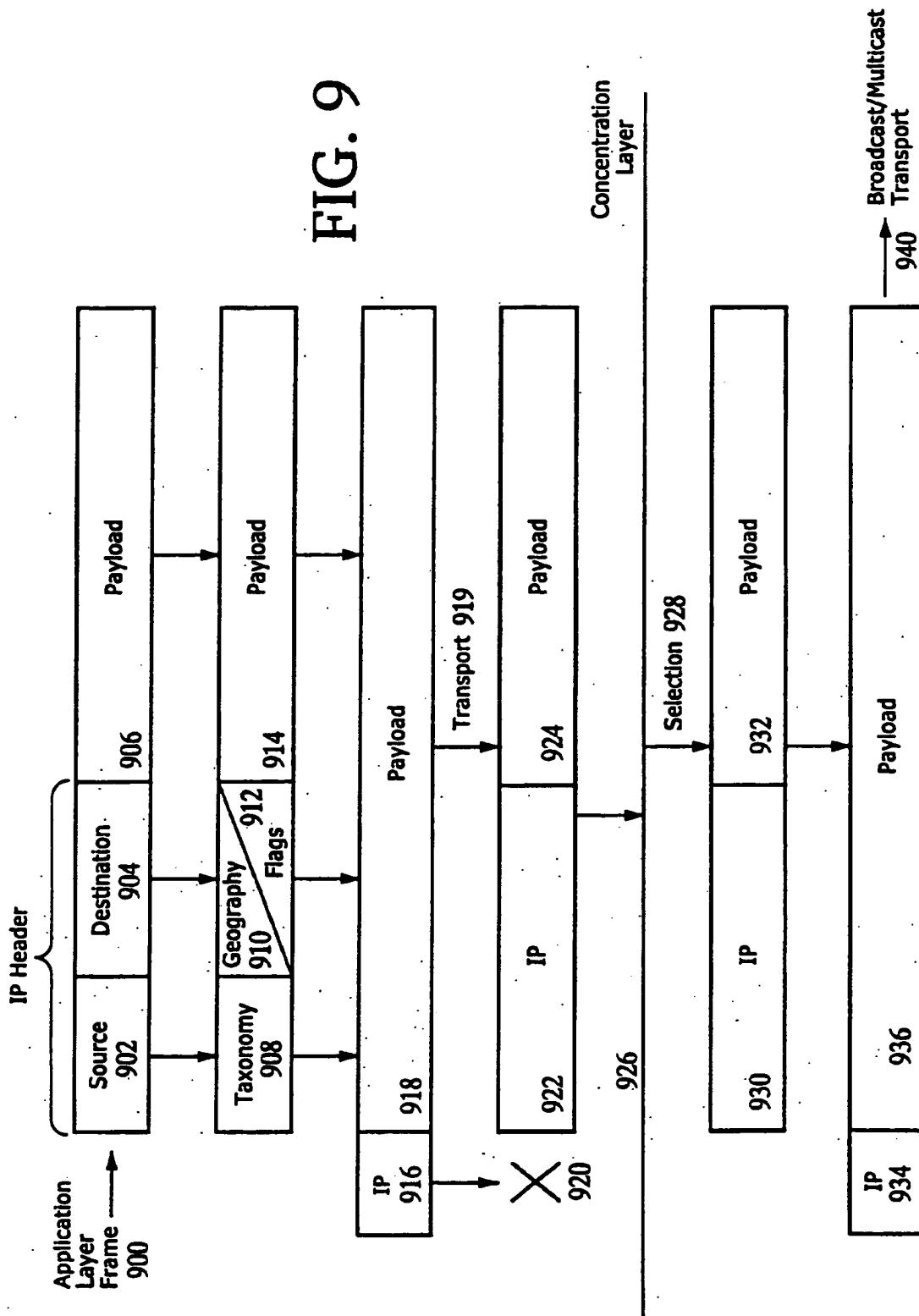


FIG. 8

FIG. 9



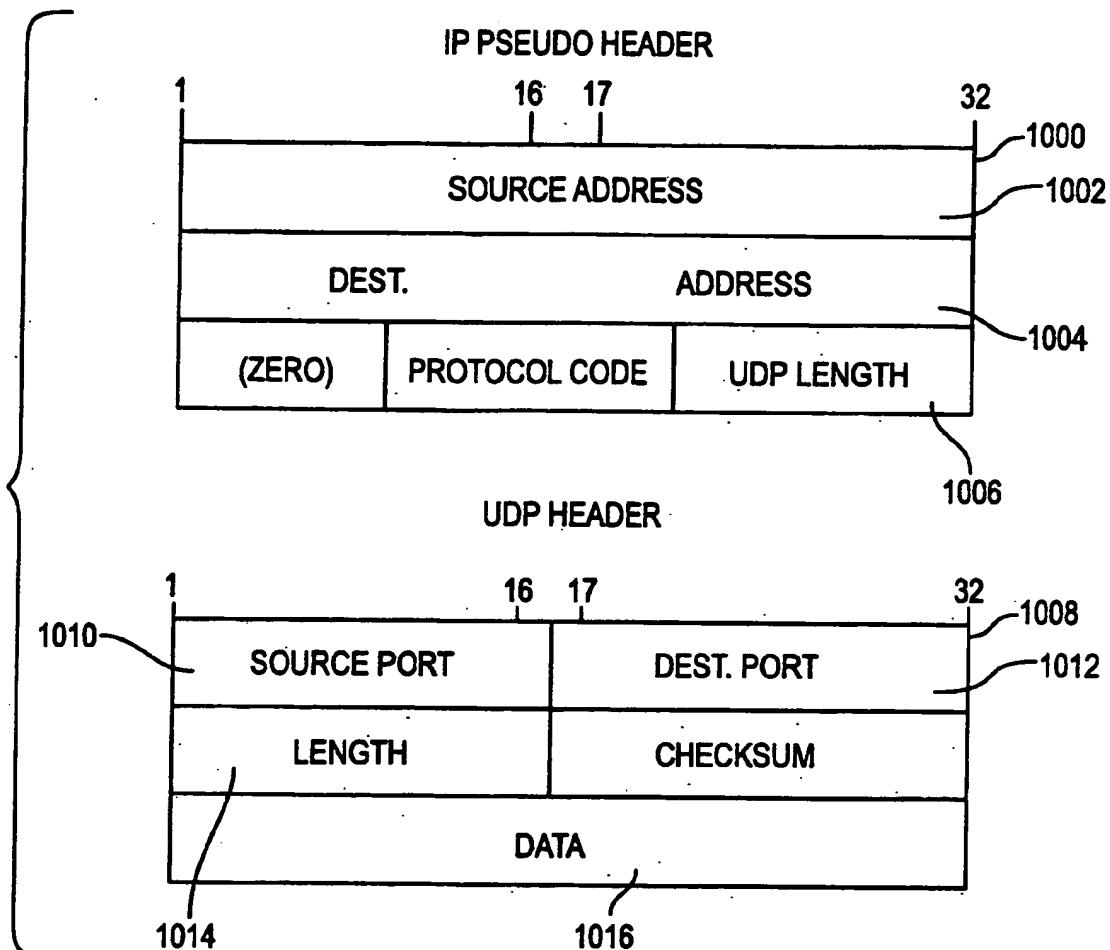
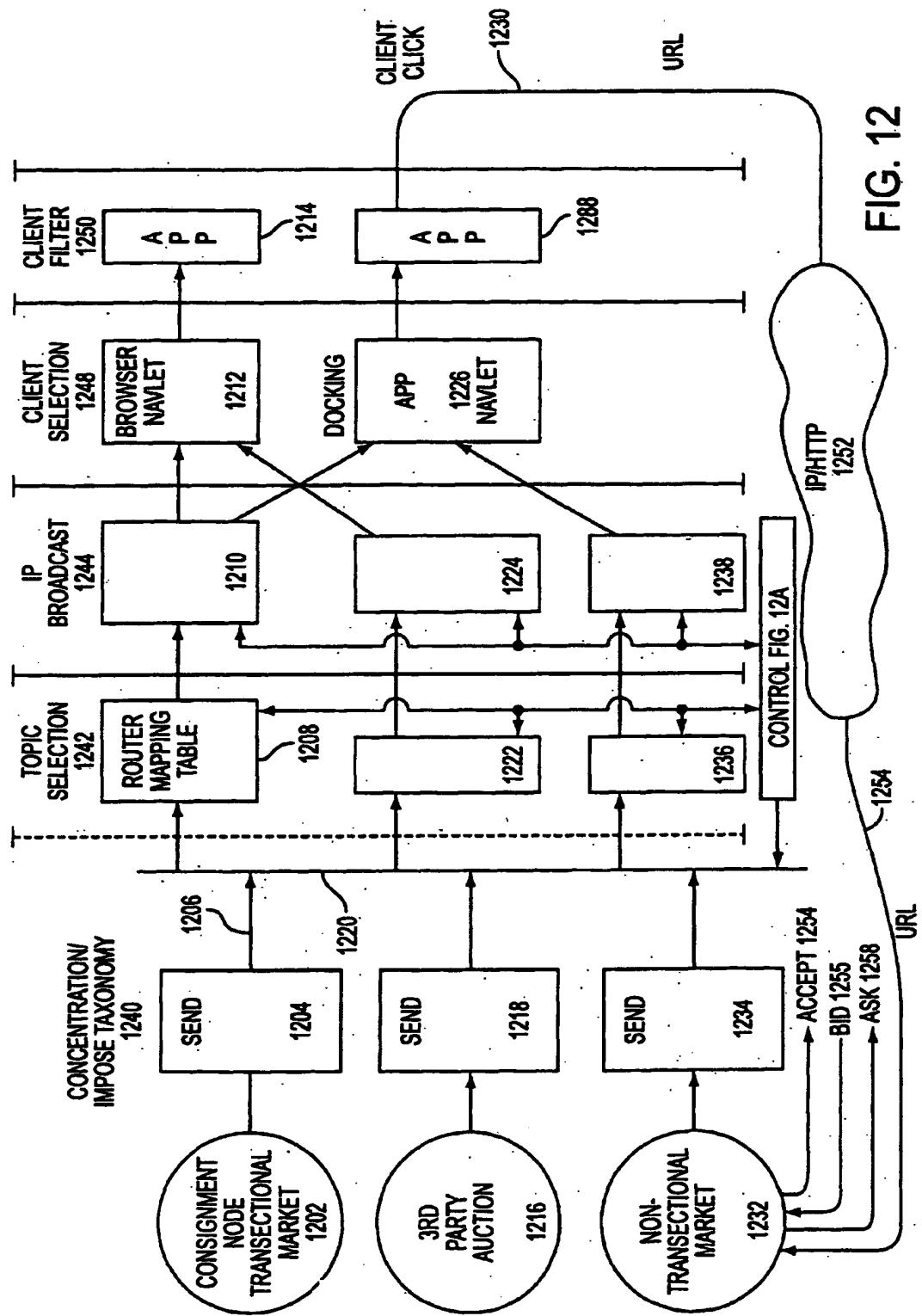


FIG. 10

255.100 = travel category
255.100.1 = travel.air topic
255.100.11 = travel.air.domestic sub-topic
255.100.111 = travel.air.domestic.american airlines

255.200 = retail
255.200.1 = consumer electronics
255.200.2 = clothing
255.200.3 = appliances
255.200.31 = " washers
255.200.32 = " dryers
255.200.33 = " stoves
255.200.333 = retail.appliances.stoves.gas
255.200.333.3 = retail.appliances.stoves.gas.viking brand

FIG. 11



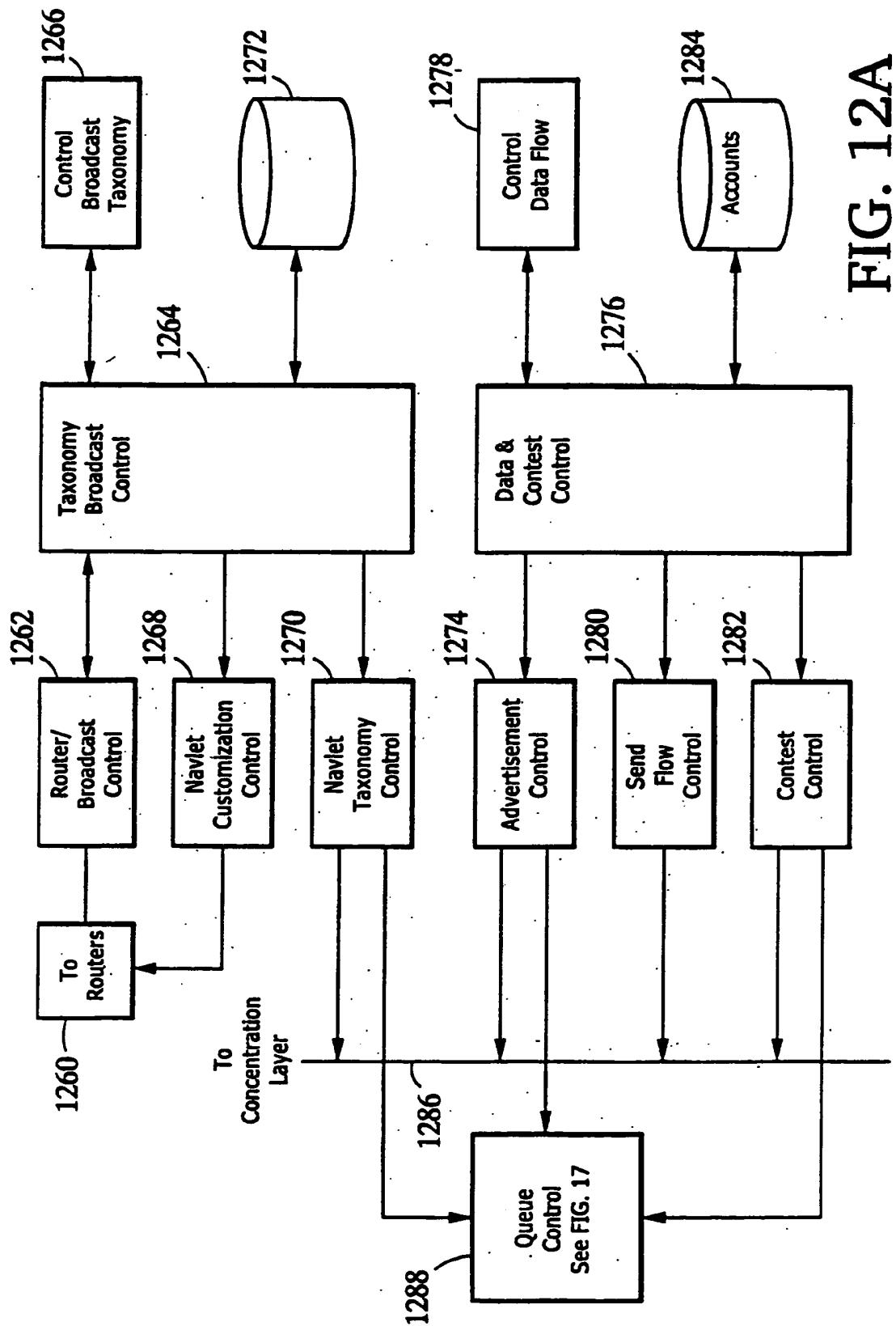


FIG. 12A

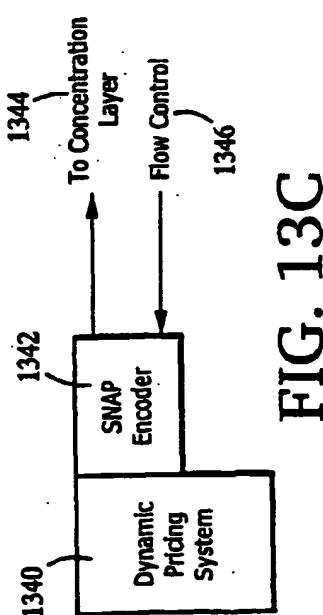
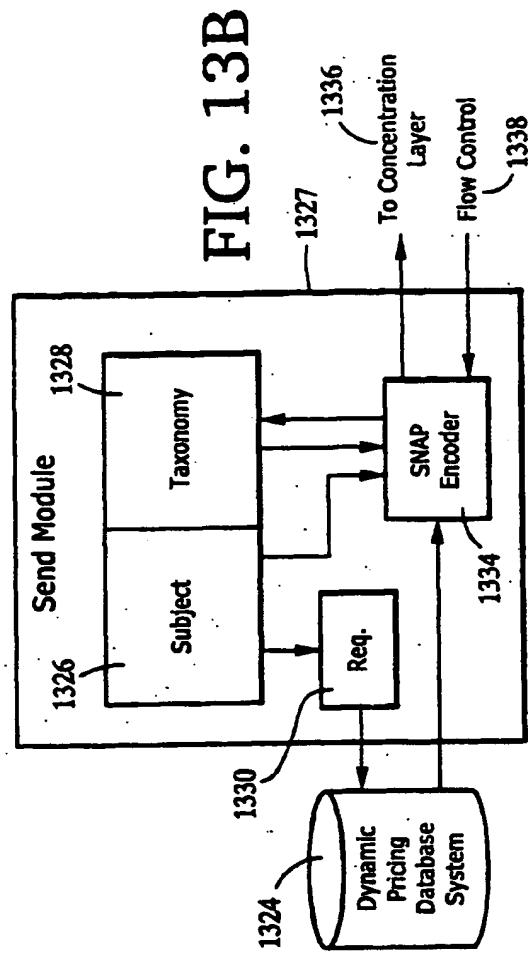
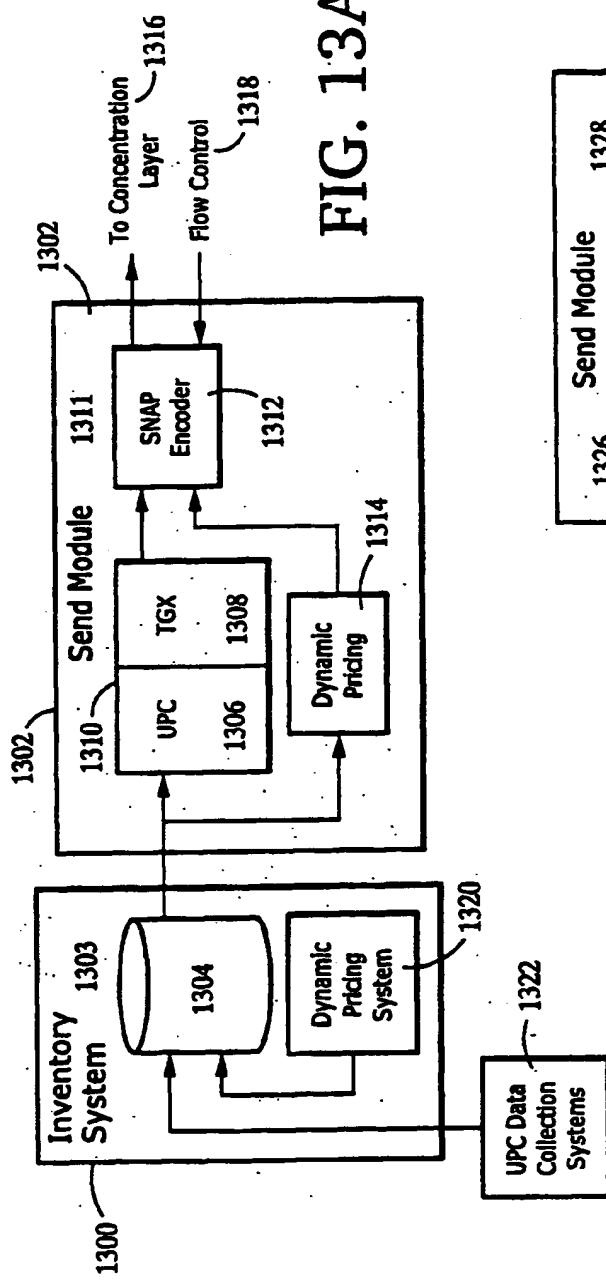


Diagram of Server & Navlet Communication

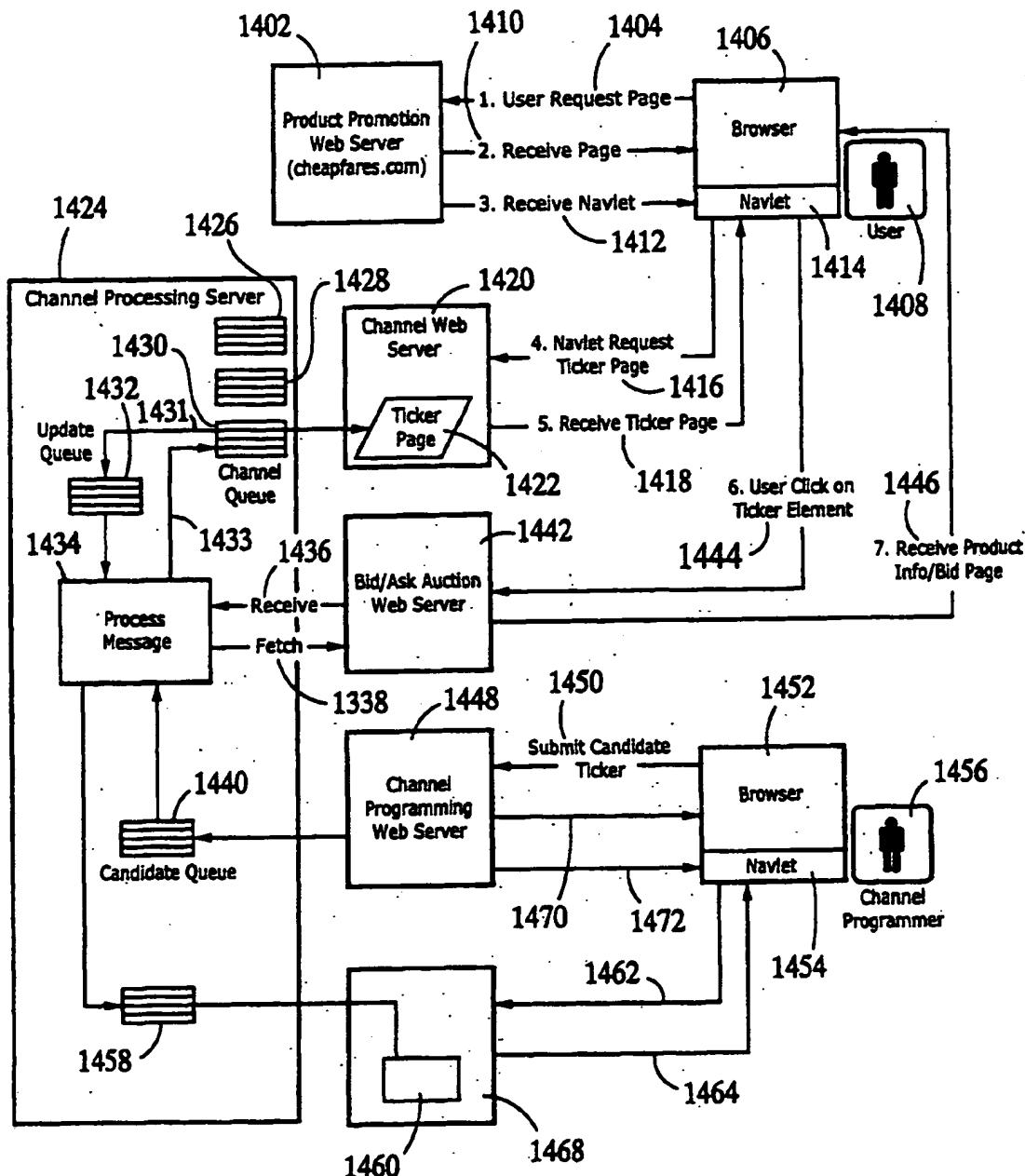


FIG. 14

Diagram of User Interaction with Web Site for
 Candidate Item Submission to the Ticker Server

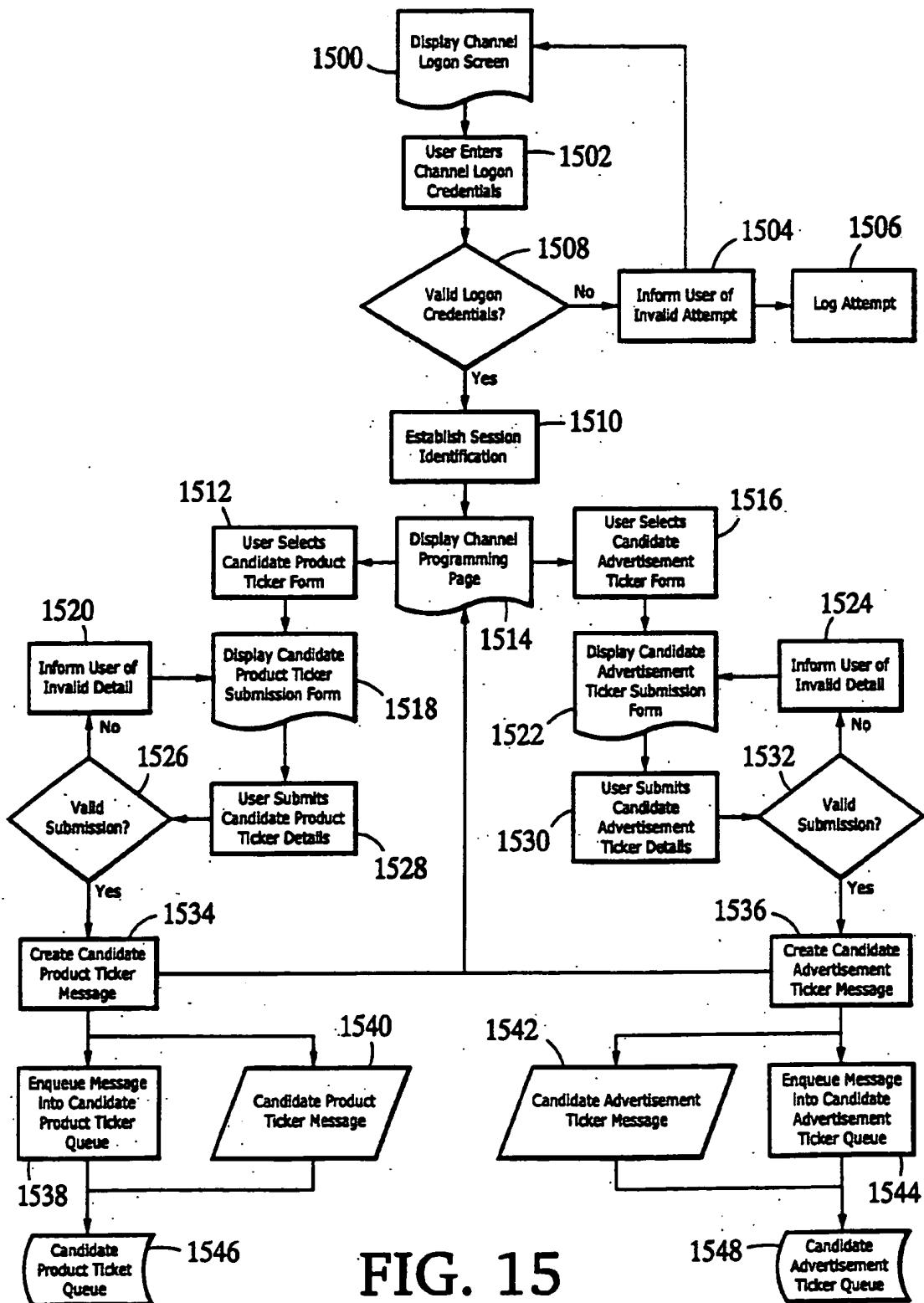


FIG. 15

Diagram for Processing Submitted Candidate Product Ticker Items

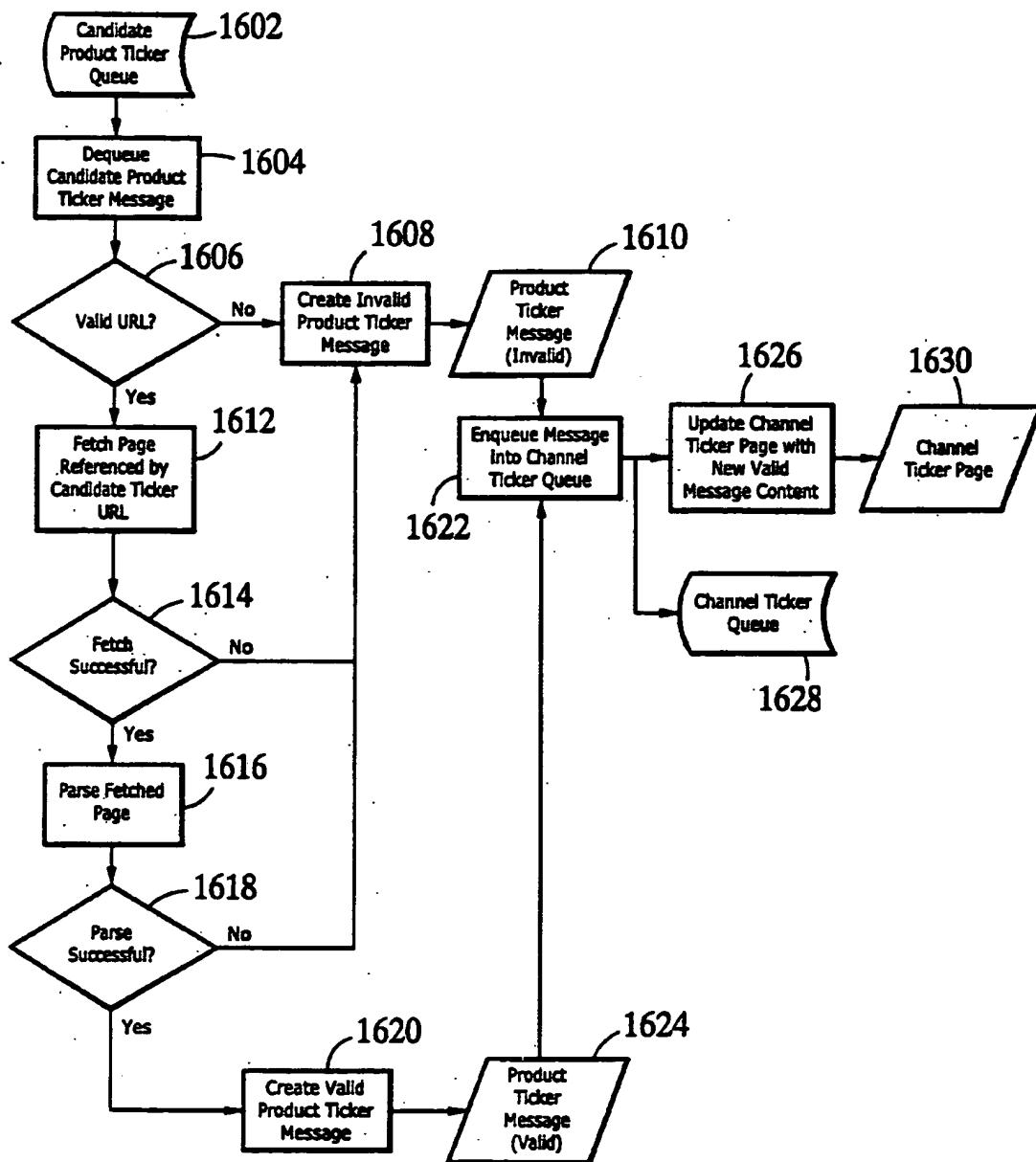
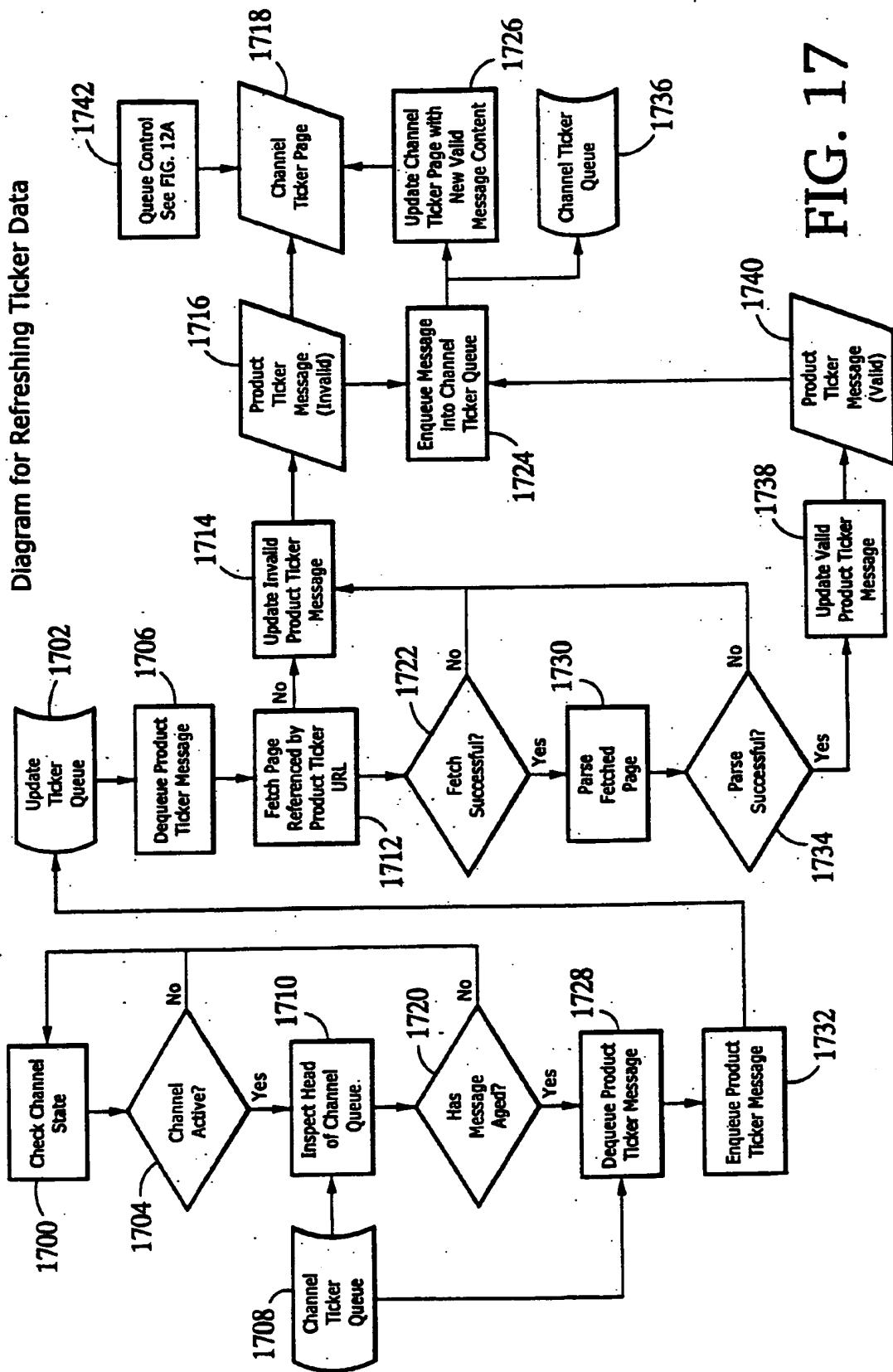


FIG. 16



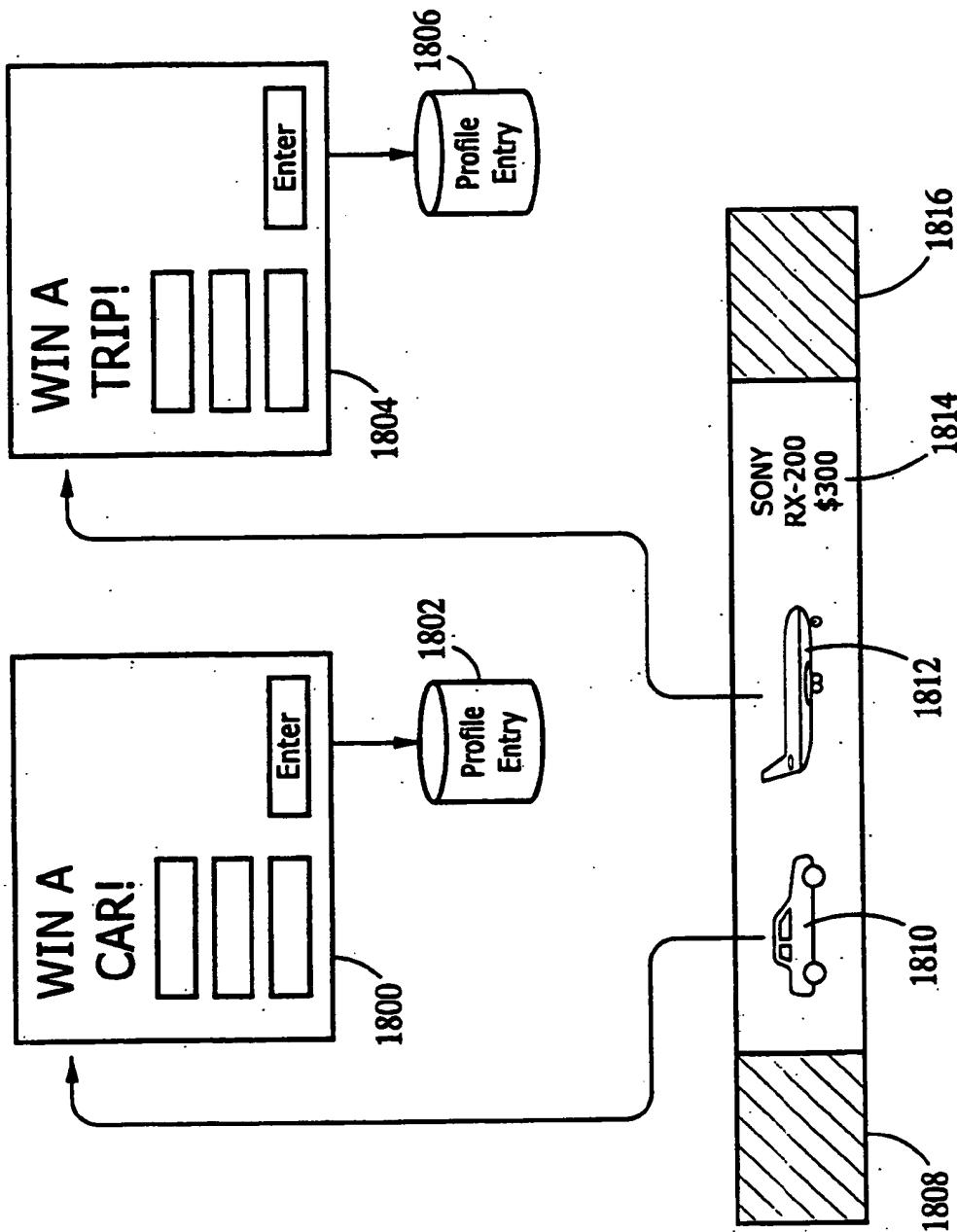


FIG. 18

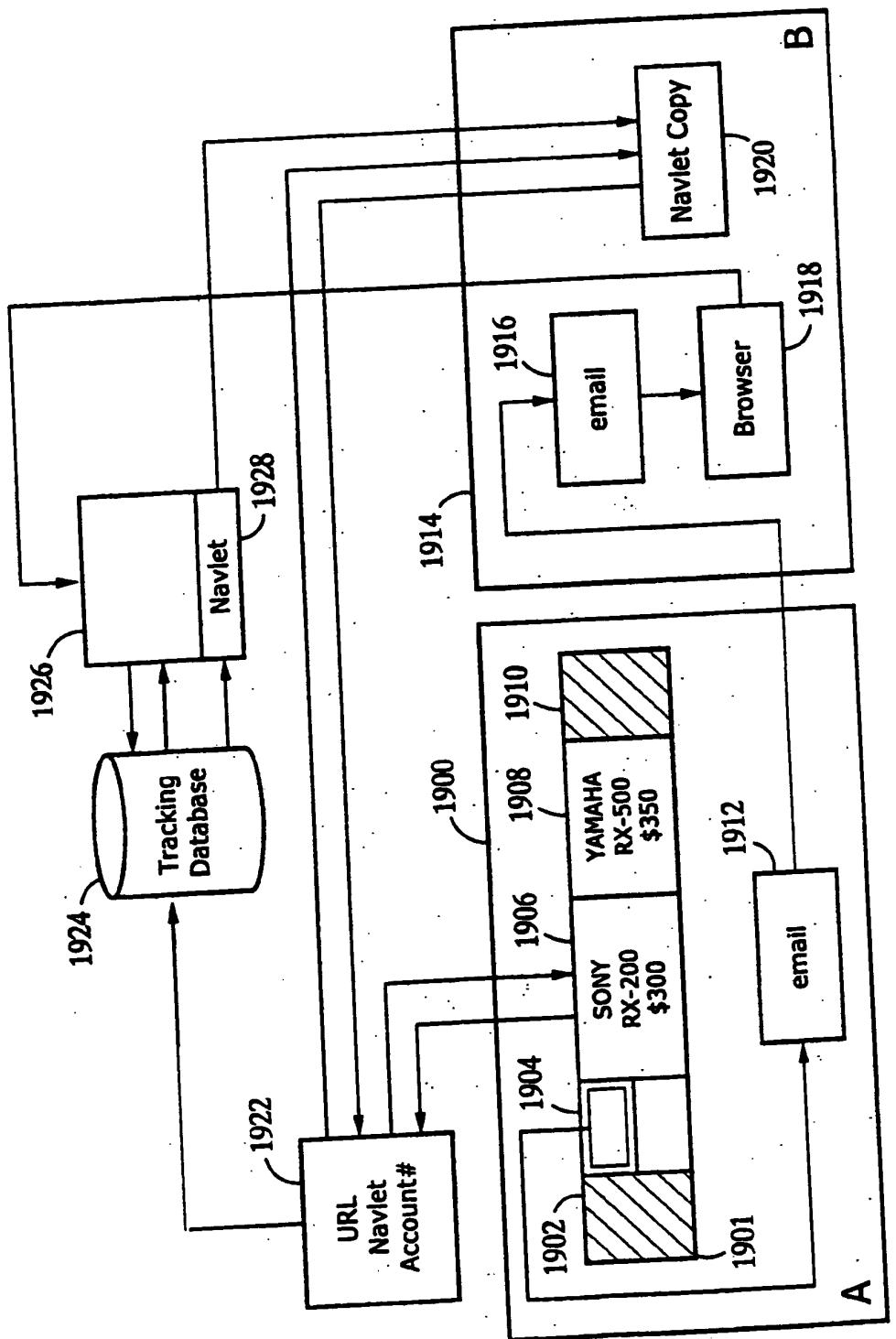


FIG. 19